Orders	Order / Rev:	104412		
	Alt Order #:	06832077		
	Product Desc:	HELLER FOR SENATE		
	Estimate:	,		KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 09/17/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller, Dean for U.S. Senate	višel	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Bili Plan

Bili Plan					Totals	
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spot
08/27/12	09/10/12	79	\$42,775.00	\$36,358.75	September 2012	

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	79	\$42,775.00	\$36,358.75	0.00	
Totals	79	\$42,775.00	\$36,358.75	0.00	

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$42,775.00
Market	100%	\$147,500,00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0,00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,550.00
KTUD	1%	\$1,475.00
KVVU	24%	\$35,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,950.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp v	v/Wa@M	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
					M-F 5-6a WakeUp	w/Wagners								
		NEWS				-								
		Star	t Date	End Date	Weekdays S	pots/Week	Rate	Rating						
	W	eek: 09/0	03/12	09/09/12	WTF	3	\$185.00	0.00						

KSNV

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Order / Rev: Alt Order #:

Flight Dates:

104412

06832077

09/05/12 - 09/11/12

Product Desc:

Advertiser:

Heller, Dean for U.S. Senate

Estimate:

HELLER FOR SENATE

Ch Start End Inventory Code Ln Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 09/05/12 09/07/12 M-F 5-6a WakeUp w/WaQM E 1 KSNV 5-6a :30 --WTE--\$185,002 0.00 NM \$555.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate 09/09/12 -WTF--Week: 09/03/12 \$185,00 0.00 KSNV 09/10/12 09/10/12 M-F 5-6a WakeUp w/WaQM 5-6a M-----:30 2 \$185.002 0.00 NM 2 \$370.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 \$185.00 0.00 KSNV 09/10/12 09/10/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 2 \$450.002 0.00 NM 2 \$900.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M-----\$450.00 0.00 KSNV 09/05/12 09/07/12 M-F 6-7a WakeUp w/WaQM 6-7a--WTF--:30 3 \$450.002 0.00 NM \$1,350.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTE--3 \$450.00 0.00 KSNV 09/05/12 09/07/12 **Today Show** CM 658a-9am --WTF--:30 3 \$550.002 0.00 NM 3 \$1,650.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF--3 \$550.00 0.00 E 6 KSNV 09/10/12 09/10/12 **Today Show** CM 658a-9am M----:30 \$550.002 2 0.00 NM 2 \$1,100.00 Today Show TODAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M-----\$550.00 0.00 E 8 KSNV 09/05/12 09/07/12 M-F Today Show II 3rd HCM 9-10a --W-F--:30 \$200.002 2 0.00 NM 2 \$400.00 M-F Today Show II TODAY II Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --W-F--\$200.00 0.00 KSNV 09/05/12 09/07/12 M-F Today Show III 4th IBM \$200.002 10am-11am --WTF--:30 0.00 NM 3 3 \$600.00 Today 4th Hour **TODAY III** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF--\$200.00 0.00 E10 KSNV 09/10/12 09/10/12 M-F Today Show III 4th IBM 10am-11am M-----:30 2 \$200.002 0.00 NM 2 \$400.00 Today 4th Hour TODAY III Start Date **End Date** Weekdays Spots/Week Rating Rate 09/16/12 M-----Week: 09/10/12 \$200.00 0.00 E 11 KSNV 09/10/12 09/10/12 Noon News 12-1230pm CM M-----:30 2 \$275,002 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/10/12 09/16/12 \$275.00 0.00 E12 KSNV 09/05/12 09/07/12 Noon News 12-1230pm CM --WTF--:30 3 \$275.002 0.00 NM 3 \$825.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF---\$275.00 0.00 E13 KSNV 09/05/12 09/07/12 Dr. Phil CM 3-4p --WTF--:30 3 \$300,002 0.00 NM 3 \$900.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 --WTF-0.00 \$300,00 E14 KSNV 09/10/12 09/10/12 CM 3-4p M-----:30 2 \$300.002 0.00 NM 2 \$600.00

KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alţ Order#:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Le	n Spot	S	Rate Pri	Rtg Type	Spots	Amount
			Dr. Phil Dr Phil										<del></del>
PHIL													
<u>Start</u> Week: 09/10		End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$300.00	<u>Rating</u> 0.00							
			NEWS 3 at 4 (1 I	•	4-5pm	M	:	30	2	\$350.002	0.00 NM	2	\$700.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	30 PM)							
<u>Start</u>		End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>							
Week: 09/10		09/16/12	M	LOUBYOM	\$350.00	0.00		20	2	#2E0 000	0.00 NM	•	<b>#4.050.00</b>
E 10 KSNV (	19/00/17	2 09/07/12	NEWS 3 at 4 (1 I 4PM NEWS (1 ho	•	4-5pm (4:00 PM-4:3	WTF- 30 PM)	:	30	3	\$350.002	0.00 <b>NM</b>	3	\$1,050.00
NEWS	Data	End Data	\A/aakdaya	Crata Milook	Data	Datina							
<u>Start</u> Week: 09/03		End Date 09/09/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$350,00	<u>Rating</u> 0.00							
E 17 KSNV (	09/05/12	2 09/07/12	NEWS 3 at 4 (1		4-5pm	TF-	:	30	3	\$450.002	0.00 NM	2	\$900.00
NEWS			4PM NEWS (1 ho	our)	(4:30 PM-5:0	00 PM)							
<u>Start</u>		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/03 E 18 KSNV (		09/09/12	TF NEWS 3 at 4 (1 l	HOURICM	\$450.00 4-5pm	0.00 M		30	2	\$450.002	0.00 NM	2	¢000 00
	00/10/12	2 03/10/12	4PM NEWS (1 h		(4:30 PM-5:0			30	2	<b>⊅</b> 450,002	U.UU INNI	4	\$900.00
NEWS Start	Data	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/10		09/16/12	M	2	\$450.00	0.00							
E 19 KSNV (	09/10/12	2 09/10/12	M-F Early News	СМ	5-630p	M	:	30	2	\$725.002	0.00 NM	2	\$1,450.00
NEWS			M-F Early News										
Start		End Date	Weekdays 	Spots/Week	Rate	Rating							
Week: 09/10		09/16/12	M M-F Early News	2 CM	\$725.00 5-630p	0.00 TF-		30	6	\$725.002	0.00 NM	6	\$4,350.00
			M-F Early News	0.17	0 000p	.,		00	Ū	ψ120,00 <u>2</u>	0.00 14141	U	Ψ4,330,00
NEWS Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 09/03		09/09/12	TF	6	\$725.00	0.00							
E 21 KSNV (	09/10/12	2 09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M	:	30	2	\$725.002	0.00 NM	2	\$1,450.00
JEP			W-r Seopardy										
<u>Start</u> Week: 09/10		End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$725.00	Rating 0.00							
<del></del>	. —		M-F Jeopardy	CM	630-7pm	TF-	:	30	3	\$725.002	0.00 NM	1	\$725.00
JEP			M-F Jeopardy		·					,			*
	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 09/03		09/09/12	TF		\$725.00	0.00	h 6 4 1 -				i		
	0ate Rai 09/03/12		escription I-F Jeopardy	<u>Stan</u> 630-	t/End Time 7pm		Week	<u>days</u> <u>I</u> 1F	Lengt 3:	in <u>Kate</u> 10 (\$725.00	Rtg Type 0.00 NM		
	solved	OLIANOETI		05	•					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,		
E 23 KSNV (		<del> </del>	PROGRAM CHAN	CM	7-730pm	TF		30	2	\$725,002	0.00 NM	1	\$725.00
	00/00/1/	2 00/01/12	M-F Wheel of Fo		7-700pm	1		.50	2	φ/25.002	O.OO INIVI	I	<b>∌</b> 1∠5.00
WHEEL	Date	End Date	Weekdays	Spots/Week	Data	Poting							
Week: 09/00		09/09/12	TF		<u>Rate</u> \$725.00	Rating 0.00							
	Date Ra	<u>nge D</u> 2-09/09/12 M	escription	<u>Start</u> 7-73	I/End Time			days !			Rtg Type		
	solved	. 557Q5712 IV.	, Y11/GGI	1-13	γpin			.,	.3	30 (\$7 <del>25.</del> 00	, 0.00 IVIVI		
			PROGRAM CHAN										
E 24 KSNV (	U9/10/1:	2 09/10/12	M-F Wheel M-F Wheel of Fo	CM rtune	7-730pm	M		:30	2	\$725.002	0.00 NM	2	\$1,450.00
WHEEL	<b>5</b> /	- 15 1				<b>5</b>							
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					I		

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alţ Order #: Flight Dates: 06832077 09/05/12 - 09/11/12 Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Start Inventory Code Break Start/End Time Days End Len Spots Rate Pri Rtg Type Spots Amount E 24 KSNV 09/10/12 09/10/12 M-F Wheel 7-730pm 30 \$725,002 0.00 NM \$1,450.00 M-F Wheel of Fortune WHEEL End Date Start Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 \$725.00 0.00 E 25 KSNV 09/10/12 09/10/12 Face to Face w/ RalstonCM 730-758pm :30 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$400,00 0.00 E 26 KSNV 09/05/12 09/07/12 Face to Face w/ RalstonCM 730-758pm ~~-TF--:30 \$400.002 0.00 NM \$400.00 Face to Face w/ J.Ralston FACE End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--2 \$400,00 0.00 Start/End Time Ch Date Range Description <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 KSNV 09/03/12-09/09/12 Face to Face w/ Ralston 730-758pm ---ThF----:30 <del>(\$400:00)</del> 0.00 NM Unresolved [PGM CHG = NBC NEWS SPECIAL (CONVENTION)] E 27 KSNV 09/06/12 09/06/12 M-F News 3 at Eleven 11pm-1135pm ~~-T---:30 \$750,002 0.00 NM \$750.00 M-F News 3 at Eleven **NEWS** Start Date Spots/Week **End Date** Weekdays Rate Rating Week: 09/03/12 09/09/12 ---T---\$750.00 0.00E 28 KSNV 09/10/12 09/10/12 M-F News 3 at Eleven CM 11pm-1135pm M----:30 \$750.002 0.00 NM \$750.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M-----\$750.00 0.00 E 29 KSNV 09/08/12 09/09/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----55 :30 \$750.002 0.00 NM 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating ----SS Week: 09/03/12 09/09/12 \$750.00 0.00 E 30 KSNV 09/08/12 09/08/12 News 3 Sunrise - SATURIM 6a-7a \_\_\_\_\_ :30 \$200.002 0.00 NM \$200.00 News 3 Sunrise SATURDAY **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----5-\$200.00 0.00E 31 KSNV 09/08/12 09/08/12 Sa-Su Early News 5pm-630pm CM \_\_\_\_\_ :30 \$350.002 0.00 NM 2 \$700.00 Sa-Su Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week; 09/03/12 09/09/12 ----\$-\$350.00 0.00 E32 KSNV 09/09/12 09/09/12 Sunday Today CM :30 7a-8am \$625.001 0.00 NM \$625,00 Sunday Today SUN TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$625.00 0.00 E33 KSNV 09/09/12 09/09/12 NFL Football СМ 1P-9PM ----S •30 1 \$8,000.002 0.00 NM \$8,000.00 NFL Football SNFL Rating Start Date End Date Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 1 \$8,000.00 0.00 E34 KSNV 09/09/12 09/09/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200,00 Sports Night in Las Vegas SPORTS NIGHT Start Date **End Date** Rate Rating Week: 09/03/12 09/09/12 ----S \$200.00 N35 KSNV 09/07/12 09/07/12 M-F News 3 at Eleven CM 11pm-1135pm ---F--\$750.002 :30 0.00 NM \$750.00 M-F News 3 at Eleven

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Order / Rey: Alt Order #:

Flight Dates:

104412

09/05/12 - 09/11/12

06832077

Advertiser: Product Desc: Heller, Dean for U.S. Senate

HELLER FOR SENATE

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	s Rate Pri	Rtg Type \$	Spots	Amount
N35 KSNV 09/07/12 09/07/12		<b>11pm-</b> 1135pm	nF	:30	1 \$750.002	0.00 NM	1	\$750.00
Start Date End Date	M-F News 3 at Eleven Weekdays Spots/Week	Rate	Rating					
Week: 09/03/12 09/09/12	F 1	\$750.00	0.00					
N36 KSNV 09/05/12 09/05/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	11pm-1135pr	nW	:30	1 \$750.002	0.00 NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
N37 KSNV 09/09/12 09/09/12	News 3 Live in Prime CM News 3 in Prime	7-10pm (8:30 PM-9:30	s PM)	:30	1 \$900.002	0.00 NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$900. <b>00</b>	Rating 0.00					
N38 KSNV 09/05/12 09/07/12	The Agenda 1230pm CM The Agenda 1230pm	1230-1p	WTF	:30	3 \$200.002	0.00 NM	3	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/WeekWTF 3	<u>Rate</u> \$200.00	Rating 0.00					
N39 KSNV 09/10/12 09/10/12	The Agenda 1230pm CM The Agenda 1230pm	1230-1p	М	:30	2 \$200.002	0.00 NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00					
N40 KSNV 09/08/12 09/08/12	Weekend Jeopardy/WhaaM WKND Jeop/Wheel	630-730pm	S-	:30	1 \$350,002	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$350.00	Rating 0.00					
N41 KSNV 09/05/12 09/07/12	M-F Today Show II 3rd H&M M-F Today Show II	9-10a	WTF	:30	1 \$200.002	0.00 NM	1	\$200.00
TODAY II								
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	<u>Weekdays</u> <u>Spots/Week</u> 1	<u>Rate</u> \$200.00	Rating 0.00					
N42 KSNV 09/10/12 09/10/12	M-F Jeop/Wheel CM M-F Jeopardy/Wheel of Fortun	630-730pm	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
						Totals	79	\$42,775.00